

# Social Media Marketing

Our social media marketing solution is designed to help increase your online exposure and maintain a positive, consistent presence for your brand across the web.



## Drive Social Activity

Grow your social reach and engagement with consistent, relevant posts and interaction with your followers.



## Monitor & Manage Your Reviews

Maintain a strong online reputation with positive review exposure and our quick, professional responses.<sup>1</sup>



## Free Up Your Time

Allow our experts to manage your primary social media channels and review site feedback.

**20%** ON AVERAGE, BRANDS ONLY ANSWER 20% OF MESSAGES THAT REQUIRE A RESPONSE OR ATTENTION ON SOCIAL MEDIA.<sup>2</sup>

**18%** REVIEWS PRODUCE AN AVERAGE OF 18% UPLIFT IN SALES.<sup>3</sup>

**43%** OF SMALL BUSINESSES SPEND 6+ HOURS/WEEK ON SOCIAL MEDIA ALONE.<sup>4</sup>

## Staying on top of your brand's online presence is a full-time job.

### Rely on our Experts

We'll ensure your brand goals and tone of voice are consistent online as we create content, engage with your social followers on Facebook and Twitter, and stay on top of customer reviews.

### Grow Your Online Reach

Custom content, active social channels, and quick responses on major review sites will all help you gain more exposure across the web, and ultimately more traffic to your business.

### Reach a Broader Audience on Facebook

Increased reach for your page means more likes, shares and click. We'll strategically boost posts so you get the most out of your content.

### Build Trust On Review Sites

Review sites allow your fans to help grow your business. We'll respond to positive reviews and then amplify them across social media, plus help you respond to the not-so-positive ones.<sup>1</sup>

### Stand Out From the Competition

Keep your brand and message up to date across the social sites your target audience uses. You'll look buttoned up and professional compared to competitors who can't keep up.

### Engage With Your Audience

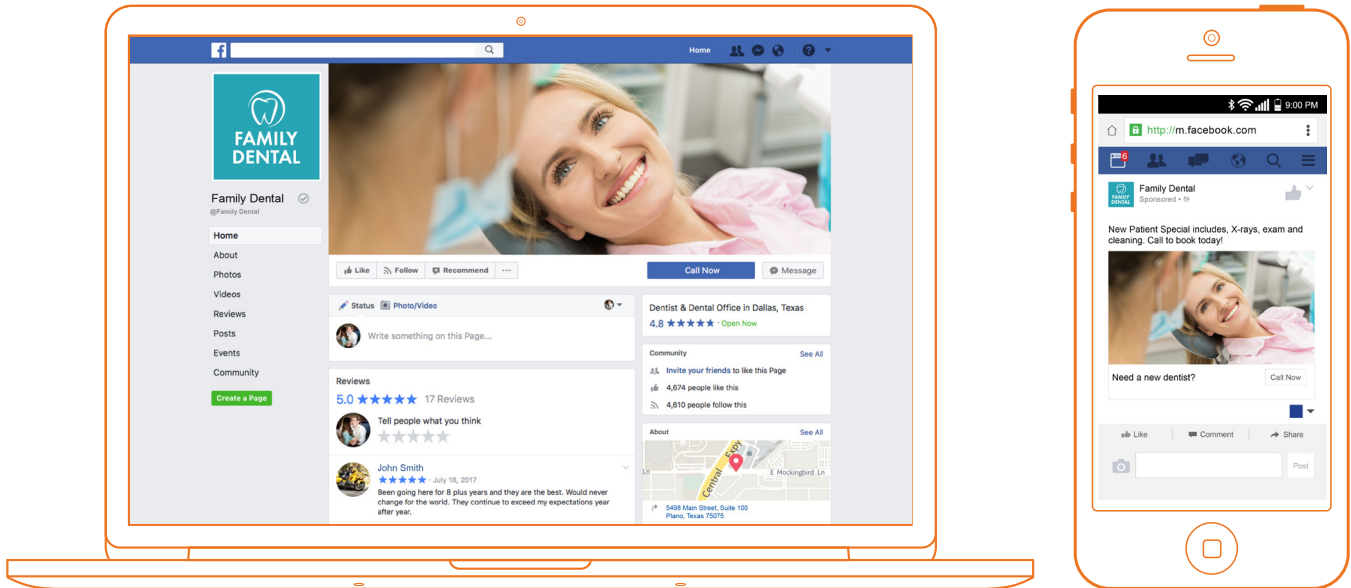
When people comment on a social post, blog, or review site, we'll be there to respond quickly (or advise you on how best to respond).

*"ReachLocal helps us manage every aspect of our marketing: our web, social, reviews and feedback – all in one location. ReachLocal is a one stop shop for us."*

*Kristy Walker  
Hygienist & Hygiene Team Lead Oak  
Creek Dental Care*

# Social Media Marketing

Social media allows consumers to openly talk about your brand online to virtually anyone who will listen. Luckily, you can monitor and take control of those conversations. By maintaining a positive, authentic tone and engaging with consumers quickly and professionally, you can build trust in your community and make it work in your favor.



## Social Media Presence

If you aren't already on Facebook or Twitter, we'll create new accounts for you. We'll make sure all new and existing social media accounts share a consistent brand, business information, messaging, and tone.



## Boosted Facebook Posts

When a post is performing well with your audience, we'll manage strategic boosts that will help maximize your brand's exposure on Facebook and drive more social engagement.



## Social Media Content

Producing the right images and messaging that resonate with your audience and represent your brand takes time, strategy, and experience. We'll create content and send it to you for approval via a link. With no usernames or passwords to remember and an easy-to-use review interface, approving content is simple.



## Brand Listening

We'll monitor social media sites for comments and conversations related to your brand. Our experts will respond where appropriate (or advise you on responses), and share relevant insights that can help improve your business. For an additional fee we will track how your online presence compares with your competitors.



## Social Media Engagement

We'll share compelling content each week on social media to drive likes, shares, comments, and visits. We'll also engage with existing followers and help you find new followers to help grow your social media fan base.



## Review Monitoring & Management

We can't alter reviews but we can help keep track of them across 20+ review sites, send you new review alerts, and ensure appropriate responses are posted on your behalf in a timely manner.<sup>5</sup>